



## Syllabus Course Program



# Public relation Sociology

### Specialty

054 - sociology

### Educational program

Sociological support of economic activity

### Level of education

Master's level

### Semester

2

### Institute

ESI of Social and Humanitarian Technologies

### Department

Sociology and public administration (305)

### Course type

Special (professional), Elective

### Language of instruction

English,

## Lecturers and course developers



### Shanidze Nadiia Oleksandrivna

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Candidate of Sociological Sciences, Associate Professor of the Department of Sociology and Public Administration.

The author of more than 60 scientific and educational and methodical publications. Leading lecturer on the courses "Sociology of management", "Cross-cultural communications", "Sociology of language", "Sociology of personality and deviant behavior", "Methodology and methods of working with personnel", "Philosophy of economic activity"

*Learn more about the teacher on the department's website*

<http://web.kpi.kharkov.ua/sp/professors-ko-vikladats-kij-sklad>

## General information

### Summary

The course "Public Relations Sociology" provides an opportunity to use sociological methods for research projects in the field of PR, organizing the work of PR services, conducting a social examination of decisions related to the creation of a positive image of modern organizations

### Course objectives and goals

. To form in students an idea of the essence of PR communication, as well as the ability to analyze, plan and control PR activities

### Format of classes

. Lectures, practical classes, independent work, consultations. The final control is an credit test.

### Competencies

. GC03. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activities).

GC04. Ability to work in the international context.

GC05. Ability to estimate and support quality of the performed work.

GC06. Ability to make well-substantiated decisions.

GC07. Ability to motivate people and proceed towards the common goal

## Learning outcomes

. PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.

PR03. To develop and implement social and interdisciplinary projects with accounting for social, economic, legal, environmental, and other aspects of social life

## Student workload

. The total volume of the discipline is 120 hours. (4 ECTS credits): lectures – 32 hours, practical classes – 16 hours, self-study – 72 hours.

## Course prerequisites

Internet-based research of economic activities, Sociologic support of economic activities

## Features of the course, teaching and learning methods, and technologies

. During the lectures for this course, teaching methods include explanatory-illustrative, problem-based, and partially-search methods. In seminars, a partially-search, or heuristic method is employed during individual tasks, along with a research approach.

## Program of the course

### Topics of the lectures

#### *Topic 1. History of formation and functional content of PR*

The chronology and dynamics of the development of public relations in the world space, the peculiarities of PR as a social technology, the definition of PR.

#### *Topic 2. Globalization of PR as a professional system. Activities related to PR*

Areas of modern public relations activities (public relations, corporate image management, creating a favorable image of an individual (organization), creating relations with the mass media, working with the internal public, relations with investors, holding mobilization and presentation events, crisis management, process management adequate perception of messages by the audience).

#### *Topic 3. The public in the field of public relations. Audience in the field of PR*

The public is a group of people who in one way or another are connected with the vital activities of an organization or institution. Priority groups of the public as those that have exceptional weight in the implementation of a certain PR program.

#### *Topic 4. Branches of PR functioning*

Political PR. PR of state authorities is an activity aimed at producing, duplicating, and disseminating information necessary to achieve the goal of a certain authority.

Financial PR. PR of law enforcement agencies and special services. International PR as an activity to achieve mutual understanding by bringing together geographic, cultural, and linguistic differences. PR of non-commercial spheres.

#### *Topic 5. Internal and external PR.*

Internal public information system and corporate culture. Corporate style. Requirements for the corporate style of the organization. The image of the head of the organization. Presentation events of the organization. Presentation materials. The organization's website. Mass media (print, photo, audiovisual), Internet in public relations.

#### *Topic 6. PR in a crisis situation*

*Problem management to prevent crises, attention to strengths and weaknesses. Management in crisis. Communication plan as an integral part of the overall crisis management plan, crisis team, spokesperson (press secretary).*

***Topic 7. PR program. Implementation of the PR program. Evaluation of PR program results***

*Programming as the development of a system of constituent elements of successive deployment of relations with various groups of the public in order to implement the social mission of the organization.*

***Topic 8. PR campaign. Analysis of successful PR campaigns***

*PR campaign model for the development of a successful organization: formulation of the organization's mission, positioning, formation of corporate culture, creation of positive relations with the public, maintenance of a positive reputation. Tasks of PR campaigns (positioning, resolution of crisis situations, repair of reputation)*

## **Topics of the workshops**

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## Topics of the laboratory classes

*Laboratory work is not provided.*

## Self-study

*. Independent work involves preparing a project for modeling a successful PR company and evaluating the quality of its effectiveness. Assessment takes place during the defense of work in the form of a report and presentation during a practical session. It is also provided for the writing of essays on current topics of the development of the public relations system in the world. Students are provided with materials of modern scientific research for independent familiarization and discussion in a practical session*

## Course materials and recommended reading

1	<i>Berezenko V. V. PR in Ukraine: scientific understanding of the phenomenon: Monograph. - K.: Academy of the Ukrainian Press, Center of the Free Press, 2013. - 360 p.</i>
2	<i>Ivanov V.F., Bugrym V.V., Bashuk A.I. [and others] Basics of advertising and public relations: a textbook / Ed. V.F. Ivanova, V.V. Rizuna. - K.: VOC "Kyiv University", 2011. - 431 p.</i>
3	<i>Korolko V., Nekrasova O. Relations with the public. Scientific foundations, methodology, practice. - K., 2009. - 831 p.</i>
4	<i>Korolko V.G. Public relations. Scientific foundations, methodology, practice. Textbook, 2nd edition. Add.-K.: "Treasures" Publishing House, 2011. - 400 p.</i>
5	<i>Tikhomirova E. B. Relations with the public [Electronic resource]: academic. manual / E. B. Tikhomirova. - K.: NMCSO, 2001. - 580 p.</i>
6	<i>Shevchenko O.V., Yakovets A.V. PR: theory and practice. Textbook. - K., 2011. - 464 p.</i>

### Supporting literature

7	<i>Bilous V.S. Relations with the public (public relations) in economic activity: Education. manual - K.: KNEU, 2005. -275 p. - Access mode: <a href="http://ubooks.com.ua/books/0008/inx2.php">http://ubooks.com.ua/books/0008/inx2.php</a></i>
8	<i>Dulfan S.B. Interaction with the public as a component of city development. - Access mode: <a href="http://www.kbuapa.kharkov.ua/e-book/tpdu/2013-3/doc/3/06.pdf">http://www.kbuapa.kharkov.ua/e-book/tpdu/2013-3/doc/3/06.pdf</a></i>
9	<i>Introduction of communications in society/General editor N.K. Dniprenko, V.V. Rizuna - K.: "Vistka" LLC, 2009. - 56 p. - Access mode: <a href="http://www.fes.kiev.ua/new/wb/media/publikationen/Com_politics_FINAL.pdf">http://www.fes.kiev.ua/new/wb/media/publikationen/Com_politics_FINAL.pdf</a></i>
10	<i>Pavlenko A. V. Methodical instructions for lectures, practical classes and independent work in the discipline "History of public relations" [Text]: for students. special 6.030302 "Advertising and public relations" full-time study / A. V. Pavlenko. - Sumy: Sumy State University, 2013. - 30 p</i>
11	<i>Primak T. O. PR for managers and marketers: Education. manual. - K.: Center of Educational Literature, 2013. - 202 p.</i>
12	<i>Pocheptsov H. G. Public relations: Study guide. – 3rd ed., revised and supplemented. - Kyiv: Znannia, 2006. - 327 p.</i>
13	<i>Todorova O. Innovations in communications. Innovative PR toolkit in social communications of modern business: monograph. - K., 2015. - 176 p.</i>
14	<i>Shablil I. Public relations: an invitation to a dialogue that does not exist [Text] / I. Shablil // Television criticism. - 2010. - No. 9-10. - P. 60-63.</i>

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

100% of the assessment consists of final control - credit (20%) and current control - 80%.

The current control includes assessment of participation in practical classes (reports on topics) - 40% (8\*5), control works on modules 20% (2\*10), implementation of individual projects (abstracts) - 20%

### Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

Head of Department  
Volodymyr MOROZ

28.06.24



Date, signature

Guarantor of the educational program  
Nadiia SHANIDZE

27.08.24

